MARLBORO COUNTRY STORE
% PENETRATION
WEEK 8 (ENDING 1994-06-26)
REGION 5
FOCEXEC: (DPR0512B) RUNDATE: 07/05/94

SECTION	DISTRICT	UNIT	CALLED STORES	POS	%	B4G1F	%	ACTIVE CONTRACT	RET REWARDS	%
51	517100	510100	346	258	74.6	122	35.3	195	160	82.1
		510200	403	346	85.9	146	36.2	242	204	84.3
		510300	486	296	60.9	202	41.6	270	215	79.6
		510400	317	251	79.2	212	66.9	195	151	77.4
		510500	416	318	76.4	119	28.6	188	153	81.4
		510600	476	421	88.4	149	31.3	250	179	71.6
		510700	455	366	80.4	212	46.6	259	150	57.9
*TOTAL DISTRICT 517100			2,899	2,256	77.8	1,162	40.1	1,599	1,212	75.8
	517200	510800	428	389	90.9	213	49.8	246	241	98.0
		510900	385	290	75.3	193	50.1	231	181	78.4
		511000	440	393	89.3	229	52.0	262	241	92.0
		511100	431	355	82.4	278	64.5	312	224	71.8
		511200	421	397	94.3	250	59.4	290	217	74.8
*TOTAL DISTRICT 517200			2,105	1,824	86.7	1,163	55.2	1,341	1,104	82.3
	517300	511300	421	374	88.8	182	43.2	237	180	75.9
		511400	285	255	89.5	130	45.6	161	116	72.0
		511500	298	254	85.2	204	68.5	192	130	67.7
		511600	286	255	89.2	211	73.8	203	200	98.5
		511700	404	374	92.6	213	52.7	247	210	85.0
		511800	420	346	82.4	216	51.4	289	183	63.3
*TOTAL DISTRICT 517300			2,114	1,858	87.9	1,156	54.7	1,329	1,019	76.7
*TOTAL SECTION 51			7,118	5,938	83.4	3,481	48.9	4,269	3,335	78.1

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MARLBORO COUNTRY STORE
% PENETRATION
WEEK 8 (ENDING 1994-06-26)
REGION 5
FOCEXEC: (DPR0512B) RUNDATE: 07/05/94

SECTION	DISTRICT	UNIT	CALLED STORES	POS	%	B4G1F	%	ACTIVE CONTRACT	RET REWARDS	%
52	527100	520100	279	216	77.4	206	73.8	195	193	99.0
		520200	467	352	75.4	304	65.1	354	195	55.1
		520300	509	487	95.7	283	55.6	357	273	76.5
		520400	380	267	70.3	190	50.0	245	176	71.8
		520500	412	366	88.8	292	70.9	323	227	70.3
		520600	399	356	89.2	215	53.9	318	215	67.6
*TOTAL DISTRICT 527100			2,446	2,044	83.6	1,490	60.9	1,792	1,279	71.4
	527200	521300	338	319	94.4	260	76.9	207	153	73.9
		521400	459	390	85.0	291	63.4	293	183	62.5
		521500	625	363	58.1	259	41.4	376	205	54.5
*TOTAL DISTRICT 527200			1,422	1,072	75.4	810	57.0	876	541	61.8
	527300	520700	361	265	73.4	232	64.3	243	215	88.5
		520800	391	335	85.7	286	73.1	270	172	63.7
		520900	333	205	61.6	206	61.9	220	143	65.0
		521000	306	247	80.7	215	70.3	214	159	74.3
		521100	358	299	83.5	278	77.7	214	132	61.7
		521200	394	331	84.0	262	66.5	256	176	68.8
*TOTAL DISTRICT 527300			2,143	1,682	78.5	1,479	69.0	1,417	997	70.4
*TOTAL SECTION 52			6,011	4,798	79.8	3,779	62.9	4,085	2,817	69.0

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MARLBORO COUNTRY STORE
% PENETRATION
WEEK 8 (ENDING 1994-06-26)
REGION 5
FOCEXEC: (DPR0512B) RUNDATE: 07/05/94

SECTION	DISTRICT	UNIT	CALLED STORES	POS	%	B4G1F	%	ACTIVE CONTRACT	RET REWARDS	%
53	537100	531100	358	349	97.5	232	64.8	245	190	77.6
		531200	437	285	65.2	231	52.9	279	211	75.6
		531300	560	484	86.4	368	65.7	355	269	75.8
		531400	504	381	75.6	261	51.8	293	212	72.4
		531500	598	406	67.9	319	53.3	343	237	69.1
*TOTAL DISTRICT 537100			2,457	1,905	77.5	1,411	57.4	1,515	1,119	73.9
	537200	530100	454	441	97.1	300	66.1	251	201	80.1
		530200	448	401	89.5	311	69.4	254	211	83.1
		530300	509	472	92.7	331	65.0	248	225	90.7
		530400	402	381	94.8	255	63.4	269	247	91.8
		530500	445	396	89.0	381	85.6	233	313	134.3
*TOTAL DISTRICT 537200			2,258	2,091	92.6	1,578	69.9	1,255	1,197	95.4
	537300	530600	358	332	92.7	190	53.1	175	161	92.0
		530700	400	359	89.8	265	66.3	232	203	87.5
		530800	478	447	93.5	215	45.0	245	203	82.9
		530900	368	327	88.9	243	66.0	205	141	68.8
		531000	379	326	86.0	224	59.1	187	133	71.1
*TOTAL DISTRICT 537300			1,983	1,791	90.3	1,137	57.3	1,044	841	80.6
	537400	531800	399	372	93.2	259	64.9	255	245	96.1
		531900	387	359	92.8	257	66.4	248	236	95.2
		532000	300	260	86.7	155	51.7	142	116	81.7
		532100	381	340	89.2	247	64.8	196	198	101.0
*TOTAL DISTRICT 537400			1,467	1,331	90.7	918	62.6	841	795	94.5
*TOTAL SECTION 53			8,165	7,118	87.2	5,044	61.8	4,655	3,952	84.9

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MARLBORO COUNTRY STORE
% PENETRATION
WEEK 8 (ENDING 1994-06-26)
REGION 5

FOCEXEC: (DPR0512B) RUNDATE: 07/05/94

SECTION	DISTRICT	UNIT	CALLED STORES	POS	%	B4G1F	%	ACTIVE CONTRACT	RET REWARDS	%
54	547100	540800	405	387	95.6	345	85.2	253	226	89.3
		540900	424	384	90.6	370	87.3	230	224	97.4
		541000	405	396	97.8	374	92.3	210	185	88.1
		541100	352	346	98.3	302	85.8	200	182	91.0
		541200	503	468	93.0	408	81.1	262	238	90.8
		541300	329	320	97.3	199	60.5	203	182	89.7
		541400	230	192	83.5	83	36.1	141	123	87.2
*TOTAL DISTRICT 547100			2,648	2,493	94.1	2,081	78.6	1,499	1,360	90.7
	547200	540100	467	443	94.9	421	90.1	253	228	90.1
		540200	377	352	93.4	236	62.6	175	121	69.1
		540300	363	335	92.3	248	68.3	212	200	94.3
		540400	374	356	95.2	303	81.0	238	272	114.3
		540500	329	296	90.0	145	44.1	131	102	77.9
		540600	415	397	95.7	117	28.2	231	113	48.9
		540700	325	274	84.3	113	34.8	168	117	69.6
*TOTAL DISTRICT 547200			2,650	2,453	92.6	1,583	59.7	1,408	1,153	81.9
	547300	542100	314	211	67.2	143	45.5	96	85	88.5
		542200	354	342	96.6	199	56.2	123	187	152.0
		542300	360	258	71.7	134	37.2	128	84	65.6
		542400	324	305	94.1	187	57.7	154	170	110.4
		542500	392	343	87.5	150	38.3	200	117	58.5
		542600	413	392	94.9	214	51.8	197	117	59.4
		542700	385	326	84.7	199	51.7	130	138	106.2
*TOTAL DISTRICT 547300			2,542	2,177	85.6	1,226	48.2	1,028	898	87.4
	547400	541500	398	360	90.5	294	73.9	152	121	79.6
		541600	443	408	92.1	326	73.6	206	154	74.8
		541700	351	339	96.6	259	73.8	173	147	85.0
		541800	393	375	95.4	331	84.2	197	168	85.3
		541900	295	267	90.5	149	50.5	146	116	79.5
		542000	416	314	75.5	186	44.7	133	126	94.7
*TOTAL DISTRICT 547400			2,296	2,063	89.9	1,545	67.3	1,007	832	82.6
	547500	542800	375	297	79.2	259	69.1	191	131	68.6
		542900	341	231	67.7	210	61.6	193	161	83.4
*TOTAL DISTRICT 547500			716	528	73.7	469	65.5	384	292	76.0
*TOTAL SECTION 54			10,852	9,714	89.5	6,904	63.6	5,326	4,535	85.1
*TOTAL REGION 5			32,146	27,568	85.8	19,208	59.8	18,335	14,639	79.8

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MARLBORO COUNTRY STORE
% PENETRATION
WEEK (ENDING 1994-06-26)
REGION

FOCEXEC: (DPR0512B) RUNDATE: 07/05/94

SECTION	DISTRICT	UNIT	CALLED STORES	POS	%	B4G1F	%	ACTIVE CONTRACT	RET REWARDS	%
TOTAL			194,263	161,646	83.2	101,986	52.5	106,940	81,939	76.6

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MARLBORO COUNTRY STORE
% PENETRATION
WEEK 8 (ENDING 1994-06-26)
REGION 5
FOCEXEC: (DPR0512B) RUNDATE: 07/05/94

SECTION	DISTRICT	UNIT	STORES	POS	%	B4G1F	%	ACTIVE CONTRACT	RET REWARDS	%
51	517100	510100	353	258	73.1	122	34.6	200	160	80.0
		510200	448	346	77.2	146	32.6	271	204	75.3
		510300	520	296	56.9	202	38.8	278	215	77.3
		510400	338	251	74.3	212	62.7	203	151	74.4
		510500	454	318	70.0	119	26.2	207	153	73.9
		510600	483	421	87.2	149	30.8	252	179	71.0
		510700	461	366	79.4	212	46.0	261	150	57.5
*TOTAL DISTRICT 517100			3,057	2,256	73.8	1,162	38.0	1,672	1,212	72.5
	517200	510800	541	389	71.9	213	39.4	307	241	78.5
		510900	427	290	67.9	193	45.2	259	181	69.9
		511000	454	393	86.6	229	50.4	268	241	89.9
		511100	450	355	78.9	278	61.8	323	224	69.3
		511200	430	397	92.3	250	58.1	304	217	71.4
*TOTAL DISTRICT 517200			2,302	1,824	79.2	1,163	50.5	1,461	1,104	75.6
	517300	511300	439	374	85.2	182	41.5	249	180	72.3
		511400	302	255	84.4	130	43.0	164	116	70.7
		511500	393	254	64.6	204	51.9	257	130	50.6
		511600	299	255	85.3	211	70.6	216	200	92.6
		511700	413	374	90.6	213	51.6	251	210	83.7
		511800	443	346	78.1	216	48.8	311	183	58.8
*TOTAL DISTRICT 517300			2,289	1,858	81.2	1,156	50.5	1,448	1,019	70.4
*TOTAL SECTION 51			7,648	5,938	77.6	3,481	45.5	4,581	3,335	72.8

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MARLBORO COUNTRY STORE
% PENETRATION
WEEK 8 (ENDING 1994-06-26)
REGION 5
FOCEXEC: (DPR0512B) RUNDATE: 07/05/94

SECTION	DISTRICT	UNIT	STORES	POS	%	B4G1F	%	ACTIVE CONTRACT	RET REWARDS	%
52	527100	520100	421	216	51.3	206	48.9	248	193	77.8
		520200	508	352	69.3	304	59.8	377	195	51.7
		520300	537	487	90.7	283	52.7	375	273	72.8
		520400	409	267	65.3	190	46.5	265	176	66.4
		520500	431	366	84.9	292	67.7	332	227	68.4
		520600	482	356	73.9	215	44.6	377	215	57.0
*TOTAL DISTRICT 527100			2,788	2,044	73.3	1,490	53.4	1,974	1,279	64.8
	527200	521300	440	319	72.5	260	59.1	267	153	57.3
		521400	517	390	75.4	291	56.3	330	183	55.5
		521500	650	363	55.8	259	39.8	384	205	53.4
*TOTAL DISTRICT 527200			1,607	1,072	66.7	810	50.4	981	541	55.1
	527300	520700	421	265	62.9	232	55.1	267	215	80.5
		520800	412	335	81.3	286	69.4	282	172	61.0
		520900	418	205	49.0	206	49.3	272	143	52.6
		521000	332	247	74.4	215	64.8	227	159	70.0
		521100	440	299	68.0	278	63.2	257	132	51.4
		521200	426	331	77.7	262	61.5	278	176	63.3
*TOTAL DISTRICT 527300			2,449	1,682	68.7	1,479	60.4	1,583	997	63.0
*TOTAL SECTION 52			6,844	4,798	70.1	3,779	55.2	4,538	2,817	62.1

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MARLBORO COUNTRY STORE
% PENETRATION
WEEK 8 (ENDING 1994-06-26)
REGION 5
FOCEXEC: (DPR0512B) RUNDATE: 07/05/94

SECTION	DISTRICT	UNIT	STORES	POS	%	B4G1F	%	ACTIVE CONTRACT	RET REWARDS	%
53	537100	531100	373	349	93.6	232	62.2	247	190	76.9
		531200	462	285	61.7	231	50.0	288	211	73.3
		531300	614	484	78.8	368	59.9	409	269	65.8
		531400	608	381	62.7	261	42.9	333	212	63.7
		531500	622	406	65.3	319	51.3	359	237	66.0
*TOTAL DISTRICT 537100			2,679	1,905	71.1	1,411	52.7	1,636	1,119	68.4
	537200	530100	468	441	94.2	300	64.1	257	201	78.2
		530200	471	401	85.1	311	66.0	265	211	79.6
		530300	528	472	89.4	331	62.7	259	225	86.9
		530400	412	381	92.5	255	61.9	280	247	88.2
		530500	458	396	86.5	381	83.2	239	313	131.0
*TOTAL DISTRICT 537200			2,337	2,091	89.5	1,578	67.5	1,300	1,197	92.1
	537300	530600	381	332	87.1	190	49.9	197	161	81.7
		530700	468	359	76.7	265	56.6	257	203	79.0
		530800	498	447	89.8	215	43.2	249	203	81.5
		530900	479	327	68.3	243	50.7	266	141	53.0
		531000	422	326	77.3	224	53.1	207	133	64.3
*TOTAL DISTRICT 537300			2,248	1,791	79.7	1,137	50.6	1,176	841	71.5
	537400	531800	405	372	91.9	259	64.0	260	245	94.2
		531900	397	359	90.4	257	64.7	252	236	93.7
		532000	409	260	63.6	155	37.9	208	116	55.8
		532100	411	340	82.7	247	60.1	211	198	93.8
*TOTAL DISTRICT 537400			1,622	1,331	82.1	918	56.6	931	795	85.4
*TOTAL SECTION 53			8,886	7,118	80.1	5,044	56.8	5,043	3,952	78.4

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